L Number	Hits	Search Text	DB	Time stamp
1	1395	707/4.ccls.	USPAT; US-PGPUB	2004/01/09 18:19
-	0	(shopping near cart) near icon near check	USPAT; US-PGPUB	2004/01/09 13:03
-	14	(shopping near cart) near icon	USPAT; US-PGPUB	2004/01/09 13:29
-	41	cart near (check adj out)	USPAT; US-PGPUB	2004/01/09 13:22
-	4	((shopping near cart) near icon) and drag	USPAT; US-PGPUB	2004/01/09 13:23
-	2	(shopping near basket) near icon	USPAT; US-PGPUB	2004/01/09 13:25
-	78	(shopping adj basket) same check	USPAT; US-PGPUB	2004/01/09 13:26
-	40	(shopping adj basket) same check	USPAT	2004/01/09 13:26
-	16	(shopping adj basket) same (check adj out)	USPAT	2004/01/09 13:43
-	1	((shopping adj basket) same (check adj out)) and drag	USPAT	2004/01/09 13:29
-	0	(shopping near cart) near icon	EPO; JPO; DERWENT	2004/01/09 13:30
-	1480	(shopping near (cart or basket))	EPO; JPO; DERWENT	2004/01/09 13:30
-	1430	(shopping adj (cart or basket))	EPO; JPO; DERWENT	2004/01/09 13:31
-	7	((shopping near (cart or basket))) and icon	EPO; JPO; DERWENT	2004/01/09 13:31
-	64	((shopping near (cart or basket))) and Internet	EPO; JPO; DERWENT	2004/01/09 13:34
-	15	705/26.ccls.	EPO; JPO; DERWENT	2004/01/09 13:35
-	2778	705/26.ccls.	USPAT; US-PGPUB	2004/01/09 13:35
-	973	705/27.ccls.	USPAT; US-PGPUB	2004/01/09 13:35
-	0	((shopping adj basket) same (check adj out)) and XML	USPAT	2004/01/09 13:43
-	2	((shopping adj basket) same check) and XML	USPAT	2004/01/09 13:43

SYSTEM:OS   - DIALOG OneSearch
   File 15:ABI/Inform(R) 1971-2004/Jan 09
          (c) 2004 ProQuest Info&Learning
*File 15: Alert feature enhanced for multiple files, duplicate
removal, customized scheduling. See HELP ALERT.
   File   9:Business & Industry(R)   Jul/1994-2004/Jan 08
          (c) 2004 Resp. DB Svcs.
   File 810:Business Wire 1986-1999/Feb 28
          (c) 1999 Business Wire
   File 275:Gale Group Computer DB(TM)   1983-2004/Jan 09
          (c) 2004 The Gale Group
   File 476:Financial Times Fulltext 1982-2004/Jan 09
          (c) 2004 Financial Times Ltd
   File 610:Business Wire 1999-2004/Jan 09
          (c) 2004 Business Wire.
*File 610: File 610 now contains data from 3/99 forward.
Archive data (1986-2/99) is available in File 810.
   File 624:McGraw-Hill Publications 1985-2004/Jan 08
          (c) 2004 McGraw-Hill Co. Inc
*File 624: Homeland Security & Defense and 9 Platt energy journals added
Please see HELP NEWS624 for more
   File 636:Gale Group Newsletter DB(TM)   1987-2004/Jan 09
          (c) 2004 The Gale Group
   File 621:Gale Group New Prod.Annou.(R)   1985-2004/Jan 09
          (c) 2004 The Gale Group
   File 613:PR Newswire 1999-2004/Jan 09
          (c) 2004 PR Newswire Association Inc
*File 613: File 613 now contains data from 5/99 forward.
Archive data (1987-4/99) is available in File 813.
   File 813:PR Newswire 1987-1999/Apr 30
          (c) 1999 PR Newswire Association Inc
   File 16:Gale Group PROMT(R)   1990-2004/Jan 09
          (c) 2004 The Gale Group
*File 16: Alert feature enhanced for multiple files, duplicate
removal, customized scheduling. See HELP ALERT.
   File 160:Gale Group PROMT(R)   1972-1989
          (c) 1999 The Gale Group
   File 634:San Jose Mercury   Jun 1985-2004/Jan 08
          (c) 2004 San Jose Mercury News
   File 148:Gale Group Trade & Industry DB 1976-2004/Jan 09
          (c)2004 The Gale Group
*File 148: Alert feature enhanced for multiple files, duplicate
removal, customized scheduling. See HELP ALERT.
   File 20:Dialog Global Reporter 1997-2004/Jan 09
          (c) 2004 The Dialog Corp.
   File 35:Dissertation Abs Online   1861-2003/Nov
          (c) 2003 ProQuest Info&Learning
   File 583:Gale Group Globalbase(TM)   1986-2002/Dec 13
          (c) 2002 The Gale Group
*File 583: This file is no longer updating as of 12-13-2002.
   File 65:Inside Conferences 1993-2004/Jan W1
          (c) 2004 BLDSC all rts. reserv.
   File   2:INSPEC 1969-2003/Dec W2
          (c) 2003 Institution of Electrical Engineers
*File   2: Alert feature enhanced for multiple files, duplicates
removal, customized scheduling. See HELP ALERT.

search for 09/699961

```
    File 233:Internet & Personal Comp. Abs.  1981-2003/Sep
           (c) 2003 EBSCO Pub.
    File 474:New York Times Abs  1969-2004/Jan 08
           (c) 2004 The New York Times
    File 475:Wall Street Journal Abs  1973-2004/Jan 08
           (c) 2004 The New York Times
    File  99:Wilson Appl. Sci & Tech Abs  1983-2003/Nov
           (c) 2003 The HW Wilson Co.
    File 348:EUROPEAN PATENTS  1978-2003/Dec W02
           (c) 2003 European Patent Office
    File 349:PCT FULLTEXT  1979-2002/UB=20031225,UT=20031218
           (c) 2003 WIPO/Univentio
    File 347:JAPIO  Oct 1976-2003/Sep(Updated 040105)
           (c) 2004 JPO & JAPIO
*File 347: JAPIO data problems with year 2000 records are now fixed.
Alerts have been run.  See HELP NEWS 347 for details.


        Set  Items  Description
        ---  -----  -----------
? s shopping (2n) (basket or cart)
<------User Break------>
u!
? s (shopping (2n) (basket or cart)) (s) (drop or drag)
         1555429  SHOPPING
          165486  BASKET
          105068  CART
         1957582  DROP
          285241  DRAG
      S1     475  (SHOPPING (2N) (BASKET OR CART)) (S) (DROP OR DRAG)
? s s1 and xml
             475  S1
          202204  XML
      S2      47  S1 AND XML
? rd s2
>>>Duplicate detection is not supported for File 348.
>>>Duplicate detection is not supported for File 349.
>>>Duplicate detection is not supported for File 347.

>>>Records from unsupported files will be retained in the RD set.
...completed examining records
      S3      33  RD S2 (unique items)
? s s3 and pd<20001030
>>>File 15 processing for PD=  : PD=20001030
>>>    started at PD=710000 stopped at PD=920319
>>>File 9 processing for PD=  : PD=20001030
>>>    started at PD=100305 stopped at PD=971112
>>>File 810 processing for PD=  : PD=20001030
>>>    started at PD=850116 stopped at PD=911124
>>>File 275 processing for PD=  : PD=20001030
>>>    started at PD=140103 stopped at PD=880121
>>>File 476 processing for PD=  : PD=20001030
>>>    started at PD=19820102 stopped at PD=19881015
>>>File 624 processing for PD=  : PD=20001030
>>>    started at PD=104 stopped at PD=920130
Processing
>>>File 636 processing for PD=  : PD=20001030
>>>    started at PD=19880101 stopped at PD=19940318


search for  09/699961
```

```
>>>File 621 processing for PD=  : PD=20001030
>>>    started at PD=00000000 stopped at PD=19910208
Processed  10 of  27 files ...
>>>File 813 processing for PD=  : PD=20001030
>>>    started at PD=100000 stopped at PD=900916
>>>File 16 processing for PD=  : PD=20001030
>>>    started at PD=19900101 stopped at PD=19950623
Processing
>>>File 160 processing for PD=  : PD=20001030
>>>    started at PD=2103 stopped at PD=770314
>>>File 634 processing for PD=  : PD=20001030
>>>    started at PD=850602 stopped at PD=900208
>>>File 148 processing for PD=  : PD=20001030
>>>    started at PD=140105 stopped at PD=821007
Processing
Processing
Processing
>>>One or more prefixes are unsupported
>>>  or undefined in one or more files.
>>>File 583 processing for PD=  : PD=20001030
>>>    started at PD=100001 stopped at PD=8806
Processing
Processed  20 of  27 files ...
>>>File 233 processing for PD=  : PD=20001030
>>>    started at PD=1201 stopped at PD=990515
>>>File 474 processing for PD=  : PD=20001030
>>>    started at PD=101111 stopped at PD=730810
>>>File 475 processing for PD=  : PD=20001030
>>>    started at PD=191111 stopped at PD=800418
>>>File 99 processing for PD=  : PD=20001030
>>>    started at PD=DEC.1200 stopped at PD=19910204
>>>File 348 processing for PD=  : PD=20001030
>>>    started at PD=78 stopped at PD=990217
Processing
Processing
>>>File 347 processing for PD=  : PD=20001030
>>>    started at PD=197610 stopped at PD=19830411
Completed processing all files
            33  S3
       24807005  PD<20001030
     S4       5  S3 AND PD<20001030
? t s4/3,k/1
```

4/3,K/1   (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)

01990165 49327877
B-to-B integration ready to go
Ryan, Vincent
Upside v12n3 PP: 98-102 Mar 2000
ISSN: 1052-0341 JRNL CODE: UPS
WORD COUNT: 2388

...TEXT: links companies with trading partners.

Phillip Merrick grew into his CEO role.

search for 09/699961

B-to-B **XML** . FpML. For today's investors, e-commerce alphabet soup spells big money. During the first...

... with those of their trading partners and Web exchanges quickly and cheaply, with minimal tweaking.

XML Is the Key

The magic key that opens the door to such automation is the Extensible Markup Language, or **XML**, a World Wide Web Consortium standard that helps translate one company's business documents into a format understandable by another company, using the Internet as the communications medium. HTML, **XML**'s older cousin, is the language that determines how information on the Web is presented; **XML** provides a business context for that information. While HTML lets people interacting through a Web browser peruse a catalog and place an order on a company's Web site, **XML** lets corporations' systems communicate directly, without human intervention. That means that data such as inventory...

... seamlessly exchanged and interpreted by applications at both ends of a trading partnership.

Based on **XML** , WebMethods' integration server products also support other open Internet standards, as well as legacy EDI...

... a market and a technical challenge, is more complex. On the technical side, for example, **XML** standards are still evolving across both vertical industries and horizontal applications. And on the market...

... into Web visionary Tim Berners-Lee at a conference and brought back the message that **XML** was going to be "the next big thing."
But although Merrick and his two cofounders...

...Street Capital, and FBR Technology Venture Partners.

"By then, there was much more awareness of **XML** as a technology and B-to-B as an opportunity," Merrick says. "It was also...6 million.)

So why the buzz over WebMethods? While other companies are merely talking about **XML**-based integration, say analysts, WebMethods has legitimate customers, including Dun & Bradstreet, Hewlett-Packard, Occidental Chemical ...

... Clarus customers access content managed by suppliers and content aggregators and extract it as an **XML** document for use as if it were a local catalog. Clay says Clarus chose WebMethods...

...double-key the data. "They'll be able to configure their order and build a **shopping cart** ," says Greg Daly, senior manager of online integration for Dell, "but when they hit the Submit button, it will automatically pull all that data from our commerce application and automatically **drop** it into their procurement application." He adds that sharing order data is just the start...
... like Bluestone Software that have taken notice of WebMethods' success and are beginning to add **XML** capabilities to their products?

search for 09/699961

While many analyst groups have quantified the B-to-B e-commerce applications space, few break out the integration piece, let alone the **XML** -based integration piece. Those that do, such as International Data Corp. (IDC), tend to lump...

...huge," says Knickle.

"We have a strategic planning assumption that B-to-B collaboration using **XML** is going to grow 10 times faster than business- ...to -consumer," says Gartner's Lheureux. "There's very little B-to-B traffic using **XML** on the Web today. Proportionately, it's tiny. But it's growing very rapidly."

EAI...

...Format-Neutral

One area WebMethods appears to have well covered is the issue of proliferating **XML** formats and non-**XML** standards for vertical industries and horizontal applications. The latest version of B-to-B Integration Server, 3.0, supports numerous **XML** variations, including Ariba's Commerce **XML,** Financial Products Markup Language (FPML) and Microsoft's Biztalk, as well as non-**XML** B-to-B standards such as Open Buying on the Internet (OBI), RosettaNet, and legacy EDI.

"We're obviously very bullish on **XML,**" says Merrick, "but we need to be pragmatic and offer customers a solution that takes...

...s Riechers. "He has grown dramatically as a person and an executive."

WebMethods

WebMethods provides **XML**-based server software that lets corporations rapidly deploy real-time business-to-business e-commerce...

000301
? t s4/3,k/1-8

 4/3,K/1   (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01990165 49327877
B-to-B integration ready to go
Ryan, Vincent
Upside v12n3 PP: 98-102 Mar 2000
ISSN: 1052-0341 JRNL CODE: UPS
WORD COUNT: 2388

...TEXT: links companies with trading partners.

Phillip Merrick grew into his CEO role.

B-to-B **XML** . FpML. For today's investors, e-commerce alphabet soup spells big money. During the first...

... with those of their trading partners and Web exchanges quickly and

search for 09/699961

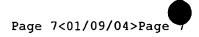cheaply, with minimal tweaking.

XML Is the Key

The magic key that opens the door to such automation is the Extensible Markup Language, or XML, a World Wide Web Consortium standard that helps translate one company's business documents into a format understandable by another company, using the Internet as the communications medium. HTML, XML's older cousin, is the language that determines how information on the Web is presented; XML provides a business context for that information. While HTML lets people interacting through a Web browser peruse a catalog and place an order on a company's Web site, XML lets corporations' systems communicate directly, without human intervention. That means that data such as inventory...

... seamlessly exchanged and interpreted by applications at both ends of a trading partnership.

Based on XML , WebMethods' integration server products also support other open Internet standards, as well as legacy EDI...

... a market and a technical challenge, is more complex. On the technical side, for example, XML standards are still evolving across both vertical industries and horizontal applications. And on the market...

... into Web visionary Tim Berners-Lee at a conference and brought back the message that XML was going to be "the next big thing."
But although Merrick and his two cofounders...

...Street Capital, and FBR Technology Venture Partners.

"By then, there was much more awareness of XML as a technology and B-to-B as an opportunity," Merrick says. "It was also...6 million.)

So why the buzz over WebMethods? While other companies are merely talking about XML-based integration, say analysts, WebMethods has legitimate customers, including Dun & Bradstreet, Hewlett-Packard, Occidental Chemical ...

... Clarus customers access content managed by suppliers and content aggregators and extract it as an XML document for use as if it were a local catalog. Clay says Clarus chose WebMethods...

...double-key the data. "They'll be able to configure their order and build a shopping cart ," says Greg Daly, senior manager of online integration for Dell, "but when they hit the Submit button, it will automatically pull all that data from our commerce application and automatically drop it into their procurement application." He adds that sharing order data is just the start...
... like Bluestone Software that have taken notice of WebMethods' success and are beginning to add XML capabilities to their products?

While many analyst groups have quantified the B-to-B e-commerce applications space, few break out the integration piece, let alone the XML -based integration piece. Those that do, such as International Data Corp. (IDC), tend to lump...

search for 09/699961

...huge," says Knickle.

"We have a strategic planning assumption that B-to-B collaboration using **XML** is going to grow 10 times faster than business- ...to -consumer," says Gartner's Lheureux. "There's very little B-to-B traffic using **XML** on the Web today. Proportionately, it's tiny. But it's growing very rapidly."

EAI...

...Format-Neutral

One area WebMethods appears to have well covered is the issue of proliferating **XML** formats and non-**XML** standards for vertical industries and horizontal applications. The latest version of B-to-B Integration Server, 3.0, supports numerous **XML** variations, including Ariba's Commerce **XML,** Financial Products Markup Language (FPML) and Microsoft's Biztalk, as well as non-**XML** B-to-B standards such as Open Buying on the Internet (OBI), RosettaNet, and legacy EDI.

"We're obviously very bullish on **XML,**" says Merrick, "but we need to be pragmatic and offer customers a solution that takes...

...s Riechers. "He has grown dramatically as a person and an executive."

WebMethods

WebMethods provides **XML**-based server software that lets corporations rapidly deploy real-time business-to-business e-commerce...

000301

 4/3,K/2   (Item 1 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2004 The Gale Group. All rts. reserv.

02387567   SUPPLIER NUMBER: 60963227   (USE FORMAT 7 OR 9 FOR FULL TEXT)
Asset Management: No Perfect Fit.(Industry Trend or Event)
Evans, Patricia
Seybold Report on Internet Publishing, 18
March, 2000
ISSN: 1090-4808   LANGUAGE: English   RECORD TYPE: Fulltext
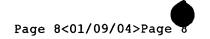WORD COUNT: 3747   LINE COUNT: 00300

...   their company. As these systems become more "webified," (i.e., become database-driven systems using **XML**) their infrastructure requirements become more complex, which require more integration and more expertise.
      But what...

...use with news stories, feature articles and associated material (see Vol. 4, No. 2).
      The **XML**-based metadata standard will be used by magazine, news and book publishers to more easily...

...to manage the metadata from Quark documents and store that information

search for 09/699961

in searchable and extensible **XML** form. It also provides better
linking capabilities and offers better reassembly of all components in...

...compliant documents. This is achieved by importing the existing document
into TEAMS and, via an **XML** transformer, exporting those assets into a
PRISM-compliant format.
        This is the first time that...to that database, provided the user has
proper access privileges.
        Files can be downloaded using **drag**-and-**drop** technology.
The system also features a handy **shopping cart** into which users
can **drag**-and-**drop** assets they wish to download. Files can also
be downloaded through check boxes or via...

...access TeleScope documents as needed.
        TeleScope.web is scalable and customizable and supports Xpress and
XML.
        T/One goes into image selling business
        T/One, creators of the Merlin Archive system...

20000301

  4/3,K/3   (Item 2 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2004 The Gale Group. All rts. reserv.

02369205   SUPPLIER NUMBER: 59198840   (USE FORMAT 7 OR 9 FOR FULL TEXT)
Site Selection - The three rules of retailing-location, location, and
  location-extend to e-commerce.
English, David
Computer Shopper, 238
March, 2000
ISSN: 0886-0556   LANGUAGE: English   RECORD TYPE: Fulltext
WORD COUNT: 2364   LINE COUNT: 00181

...   a shopping basket. Existing sites can link to the system's
functions via HTML and **XML** commands. If you prefer not to write code,
you can use Miva's browser-based...

...independence you need.
        Boomerang Software's $189 WebShop Designer 2000 incorporates Web-
site design, a **shopping-cart** builder, and merchant credit-card
account registration into a single off-the-shelf software program...

...of the package is Boome rang's Internet/Intranet Design Shop Gold, which
lets you **drag** and **drop** design elements onto your Web page. If
you prefer, you can choose from a selection...

20000301

  4/3,K/4   (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

11801793   SUPPLIER NUMBER: 59177520   (USE FORMAT 7 OR 9 FOR FULL TEXT)
THE 7TH ANNUAL SOFTWARE ROUNDUP: E-COMMERCE.

search for 09/699961

Baker, Sunny; Baker, Kim
Journal of Business Strategy, 21, 1, 13
Jan, 2000
ISSN: 0275-6668   LANGUAGE: English   RECORD TYPE: Fulltext
WORD COUNT: 6764   LINE COUNT: 00569

...   commerce products and industry partnerships Oracle hopes its own
Integration Server an Extensible Markup Language (**XML**) and Java-based
messaging solution will provide the needed plumbing for enterprise
application integration and...

...of Java-based "broker" technology that HP will license to service
providers as well, as **XML**-based technology that will be free to
companies generating content for e-speak-enabled services...www.netfish.com
     The NFish technologies center around a core product suite consisting
of the **XML** Data Interchange (XDI) suite, a set of products based on
secure, Internet-based technologies and built upon industry standard
Extensible Markup Language (**XML**). This suite of products offers
technical and business benefits over older systems such as EDI...in an HTML
document when it's opened in WYSIWYG mode. HotMetaL now comes with
shopping cart software for providing basic e-commerce
functionality. XMetaL can create contend for technical publications,
document repositories, knowledge management systems, on-line publishing, or
other applications that exploit **XML**.
     INTEGRATION TOOLS FOR E-COMMERCE
     WebLogic
     BEA Systems, Inc.
     2315 North First Street
     San Jose...

20000101

 4/3,K/5   (Item 1 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2004 The Dialog Corp. All rts. reserv.

13429291 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Multiactive Software Releases ecBuilder Developer's Edition
PR NEWSWIRE
October 23, 2000
JOURNAL CODE: WPRW   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 933

 (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   HTML editor, automatically transforming HTML files to ecBuilder
Skin   templates in XSLT or exporting into **XML** -- the latest
Internet-based formats. The application maps the structure, navigation,
content, and style of...

... conversion on screen -- Supports an unlimited number of levels in the
catalog tree. Using the **drag** and **drop** method, can copy or move
a multi-tiered catalog with items to appear in any...

20001023
?

search for 09/699961

THIS PAGE BLANK (USPTO)

search for 09/699961

9/699961

```
        Set  Items  Description
        ---  -----  -----------
? set hi ;set hi
HILIGHT set on as ''
HILIGHT set on as ''
?
? b 275
        09jan04 14:21:16 User264721 Session D15.2
                $0.00    0.071 DialUnits File410
        $0.00  Estimated cost File410
        $0.07  TELNET
        $0.07  Estimated cost this search
        $0.07  Estimated total session cost    0.239 DialUnits
```

File 275:Gale Group Computer DB(TM) 1983-2004/Jan 09
    (c) 2004 The Gale Group

```
        Set  Items  Description
        ---  -----  -----------
? t 02387567
```

 02387567/2
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2004 The Gale Group. All rts. reserv.

02387567   SUPPLIER NUMBER: 60963227   (USE FORMAT 7 OR 9 FOR FULL TEXT)
Asset Management: No Perfect Fit.(Industry Trend or Event)
Evans, Patricia
Seybold Report on Internet Publishing, 18
March, 2000
ISSN: 1090-4808   LANGUAGE: English   RECORD TYPE: Fulltext
WORD COUNT: 3747   LINE COUNT: 00300

 COMPANY NAMES: Gist Communications Inc.--Marketing; MediaWay Inc.--
  Marketing; Oracle Corp.--Marketing; Artesia Technologies--Marketing;
  Canto Software Inc.--Marketing; Signum Systems Inc.--Marketing; Digital
  Zone Inc.--Marketing
 GEOGRAPHIC CODES/NAMES: 1USA United States
 DESCRIPTORS: IT asset management software; Asset management; Industry
  event
 EVENT CODES/NAMES: 220 Strategy & planning
 PRODUCT/INDUSTRY NAMES: 9108626 (Asset Valuation & Distribution); 7372421
  (DBMS)
 SIC CODES: 7372 Prepackaged software
 NAICS CODES: 92615 Regulation, Licensing, and Inspection of
  Miscellaneous Commercial Sectors; 51121 Software Publishers
 TICKER SYMBOLS: ORCL
 FILE SEGMENT: CD File 275
? t 02387567/full

 02387567/9
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2004 The Gale Group. All rts. reserv.

02387567   SUPPLIER NUMBER: 60963227   (THIS IS THE FULL TEXT)
Asset Management: No Perfect Fit.(Industry Trend or Event)
Evans, Patricia

01/09/2004

TEXT:
Businesses struggling to find an asset management system-and even those who already have taken the leap and installed a system-are all coming to the same conclusion: there is no one system that perfectly fits all your requirements. Despite the fact that there are a multitude of asset management vendors and systems to choose from, buyers are finding that what really determines the success of an asset management system is how well you integrate it into your business's existing systems and workflow, and how able you are to customize it for your specific needs.

Good digital asset management is much more than storage. A good asset management system interfaces with corporate systems, allows remote access, has an online component and provides ways to manipulate data efficiently. And of course, the application of the system must provide definable value to your business and to your customers.

That is a great goal, but how do you achieve it? Implementors are finding that it isn't as easy as they would like, or first thought.

Although there are at least 100 asset management packages out there to choose from, each targeting different market segments and applications and adding new features at a rapid rate, the fact remains that in all likelihood, no one system will meet all of your requirements.

To get the most out of a system, companies are finding that they need a good amount of scripting know-how, solid middleware implementation and expertise in integration with existing systems.

That is not surprising to anyone who has been involved in the implementation of any kind of system, be it an asset management system or not. Few things work directly out of the box as hoped without some level of tweaking. However, it is the level of tweaking needed that is giving some asset management users pause.

Micheal Moon, president of GISTICS, a research and executive education firm, noted during a session on "Asset Management Day" that asset management systems are, in effect, brand managers for their company. As these systems become more "webified," (i.e., become database-driven systems using XML) their infrastructure requirements become more complex, which require more integration and more expertise.

But what do you do if you don't have that expertise inhouse? Hiring consultants and integrators to help out is one approach. (For a complete discussion on the role integrators and consultants can play in implementing an asset management system, see Vol. 3, No. 12.) There is also the option of foregoing the hassles and hefty up-front expenditure of installing a system inhouse and opting for a hosted service from a third party. (WebWare joined the ranks of vendors offering such an option at this event.)

Vendors are well aware of the challenges facing customers implementing asset management and are trying to answer those needs. Companies are opening up their APIs to make integration with other systems easier. They are also actively integrating their own systems with popular applications, such as Word and Quark Xpress, thereby doing some of the work for users. And, asset management systems are continually becoming more customizable and featuring options such as Web-based interfaces to ease user access.

As asset management vendors continue to be more mindful of implementation issues, deploying the right asset management system for your organization will still require work on your part, but the task may be

getting just a little easier.

Show floor highlights

The show floor drilled home much of the discussion taking place in the conference sessions, as vendors continued to add features and functionality to their system in an attempt to make them more feature- rich to attract more potential users.

Oracle 8i and SQL Server continue to gain favor, as MediaWay showed version 3.0 of its Foundation product with Oracle 8i support and plans a SQL Server version in the coming months.

The Web continues to be where it is at, so to speak, as the number of vendors offering full-featured Web-based interfaces to their systems continues to climb. Such interfaces make it markedly easier to share and deploy assets among a large group of users spread across different locations.

For those who are struggling with the decision to install a system inhouse, or outsource asset management services, WebWare now offers both options. It has taken its MAMBO system and created a hosted service.

Finally, we were intrigued with the continued use, integration and importance of metadata in asset management. Well ahead of the pack is Artesia, who debuted an Xtension that enables it to automatically create and retrieve metadata from within a Quark XPress document.

Artesia announces support for PRISM

Artesia Technologies, which announced version 3.0 of its TEAMS asset management system last August and, in December, announced an enterprise-wide system sale to General Motors, used Seybold Seminars Boston to show its allegiance to the PRISM initiative.

PRISM, which is being developed by a Working Group under the International Digital Enterprise Alliance, is designed to create a set of requirements and corresponding DTD for use with news stories, feature articles and associated material (see Vol. 4, No. 2).

The XML-based metadata standard will be used by magazine, news and book publishers to more easily syndicate and/or aggregate content.

To illustrate how PRISM would work in, and help improve an existing workflow, Artesia showed it in action with TEAMS and in a workflow involving other vendors behind the PRISM initiative, including Time Inc., Quark and Vignette.

Better XPress integration. On the product side, Artesia showed integration with a new Quark Xtension that enables users to more efficiently import, index and assemble XPress components for use throughout the TEAMS system. The Xtension, which is standard with TEAMS 3.0, enables TEAMS to manage the metadata from Quark documents and store that information in searchable and extensible XML form. It also provides better linking capabilities and offers better reassembly of all components in a Quark document.

When an XPress document is imported, TEAMS automatically creates metadata fields for the asset name, create date, modify page, facing page, master page, height, width, start page number, number of pages, file size and picture missing. Users can also create other customized metadata fields.

The extension also provides TEAMS with the ability to take legacy Xpress documents and transform them into PRISM-compliant documents. This is achieved by importing the existing document into TEAMS and, via an XML transformer, exporting those assets into a PRISM-compliant format.

This is the first time that we have seen adding and exporting metadata from Xpress outside of the QPS environment. It is an exciting development and puts some pressure on Adobe to offer comparable functionality in InDesign.

Canto releases Cumulus Web Publisher

Canto, which announced version 5.0 of its Cumulus product and a host of related technologies for the product line last fall, has started delivering on those announcements. In Boston, Canto announced that it is shipping Web Publisher, an option for Cumulus that enables users to make their assets available for download via an Internet browser.

The option, which is available now and costs $495, features a customizable user interface, full search capabilities across databases and other improvements, including faster image display, streamlined HTML template creation, the ability to add or exchange templates on the fly as well as more asset conversion options and scaling options.

The software includes sample templates to enable users to get up and running quickly. The system administrator can customize what fields and views appear in the user interface and whether or not to attach thumbnails of assets or just links to the originals. Varying degrees of access to the database can be established for different groups within the organization as well.

Notably, with Web Publisher, users can search for, distribute and download assets, but they cannot currently upload assets to the database.

Cumulus Web Publisher is included in the Enterprise edition of Cumulus (which will be released in May) but is offered as an option with the single user or workgroup versions of Cumulus 5.0.

Watermarking. Canto also announced an agreement with Signum Technologies whereby Signum will use Canto's developers' kit to incorporate its SureSign watermaking technology into Cumulus 5.0.

Signum Technologies began life in 1997 when Highwater Designs spun off its fingerprinting binary identification as an independent unit.

With the SureSign technology, Cumulus users will be able to automatically watermark and track the usage and ownership details of assets. That information includes copyrights and transaction information, such as who owns the asset and what sort of usage rights are associated with it.

The integration is available as a filter to Cumulus 5. Cumulus users can embed a watermark and related information (such as usage rights) into any image using applications, such as PhotoShop. Cumulus then tracks that information and is also integrated into Signum's owner information database on the Web, where an unknown watermarked image can be traced.

Digital Zone targets cross-media

Tucked away in the Adobe pavilion was Digital Zone International, makers of the Prelude digital asset management system, currently in version 4.0.

Prelude started life as an image database designed for creating PhotoCDs and, although it now handles all types of file formats, it still shows its roots and specialization for image management.

Prelude is unique in that it does not store multiple versions of the same image as many other systems do. Instead, it stores a single, medium resolution version of the image, along with any color corrections, clipping paths and image editing applied. The user then selects if he or she wants to retrieve a version for use in print or Web, and Prelude generates that image in the required resolution on the fly.

New features in version 4.0 include a Windows client and support for InDesign and PDF workflows

Prelude has about 30 installations, primarily in Scandinavia. However, the company recently opened an office in the UK and has Kodak acting as an OEM in Europe.

Pricing for Prelude begins at $15,000 for a five-client configuration.

01/09/2004

In future versions, look for Prelude to support Oracle 8i and SQL Server as well. It currently uses the Poet database.

E-Business updates MediaBank

E-Business Technologies is still trying to gain its footing following a year of reorganizations, executive departures, office moves and financial intrigue.

But the company was eager to let us know in Boston that a solid team is now in place and product development is back on track.

In December, Inso brought back Jeffrey Melvin in the new role of GM of MediaBank. Melvin had previously been with Inso from 1991 to 1997 in a sales and service position before going to NovaSoft Systems.

At the show, the division announced the appointment of William Martin as VP of sales for MediaBank. Martin also comes from NovaSoft where he was director of North American sales. Before that, he was a channel sales manager for Inso.

The company plans to aggressively promote MediaBank as a cross-media tool and plans significant product enhancements later this year.

MediaBank 2.6.1. At the event, E-Business Technologies did release a minor upgrade to MediaBank. Version 2.6.1's main claim to fame is a full search capability, allowing users to search across all database fields (and search the files themselves) via a single command.

Also, the software can now simultaneously catalog multiple elements, speeding up the cataloging process.

Finally, we saw the previously announced support for IBM DB2 UDB connectivity in the enterprise edition of MediaBank, as well as support for the AppleTalk file-sharing service ExtremeZ-IP.

Creativepro.com eyes the enterprise

The Extensis Product Group of Creativepro.com debuted Portfolio 5.0, a new release of the Portfolio (formerly Fetch) asset management package. With this release, Portfolio moves beyond single-user desktops and small workgroups and starts to address the needs of departments and whole enterprises.

Available in April, the updated Portfolio product line will offer these product configurations:

Portfolio 5.0-Operates as a stand-alone, in a peer-to-peer network environment or as the client for Portfolio Server. Fully customizable, the system allows individuals and small workgroups to organize and manage their content. PortWeb, the Portfolio Web server plug-in, is included free. PortWeb enables users to create an electronic portfolio of assets to be published on the Web.

Portfolio Server 5.0-Consists of five free Portfolio 5.0 clients, PortWeb and Portfolio Server. This scalable system is designed for larger agencies and companies. Additional clients can be purchased as needed.

Portfolio SQL Connect-Designed for enterprise users needing to connect Portfolio Server 5.0 with a Microsoft SQL Server or Oracle 8i database.

Other features. The Portfolio line is highly customizable, enabling users to alter views, data fields, etc., according to their preferences.

Users can search across multiple asset catalogs via keywords and keep multiple catalogs open at once. Assets can also now be grouped into hierarchical categories.

Once found, images can be viewed in an improved slideshow format with accompanying information. Or, images can be viewed as thumbnails or in the record view. Finally, image metadata can now be edited while being viewed.

System administration is also much easier. Previously all server administration had to be done at the server. Now, administration tasks can be done at the client.

01/09/2004

Also new in this edition is the incorporation of watermarking technology from Digimarc to enable users to watermark copyrighted content.

Pricing. The single user version of Portfolio 5.0 will cost $199.95; Portfolio Server 5.0 will cost $2,499.95 for a five-client package; and Portfolio SQL Connect will cost $7,499.95. A Unix version will be available in the third quarter.

Much like Canto did with its Cumulus product last fall, Creativepro.com is taking Portfolio to a whole new category of users with its enterprise edition. But with that new category of users also comes a new category of competitors as well. Portfolio is a very affordable option for workgroups and small businesses looking to ease their way into asset management.

Mediaway Foundation to support Oracle 8i

When we last saw Mediaway, the company was showing version 2.5.1 of its Foundation enterprise management system and was releasing the Inform module for the system, which provided e-mail notification when assets were changed or updated. The company has continued to improve Foundation and was showing version 3.0, first announced in November, at the event.

The most important new feature is that Foundation now supports the Oracle 8i database. The company will still offer its own database but knows that supporting 8i will allow users to better track asset usage, generate usage reports and build other back office reports as needed.

Foundation's Web client has been improved to make changing asset data easier, and some improvements in data handling have also been added.

The company plans to announce SQL Server support in early March, which will be in version 3.0.1. We also expect to see the company doing some work on toolkits to make Foundation easier to integrate with Web publishing and e-commerce systems, such as those from Vignette, Interwoven and OpenMarket.

Quark shows now-released DMS

Quark showed the Quark Digital Media System (Quark DMS), which it released in January, nearly two years since we got our first peek. Quark said it did not want to skimp on development just to get the product out the door quickly. And to its credit, the released product is vastly improved over the initial version.

Quark DMS has many notable features, one being its scalability to handle hundreds of concurrent users (Quark has tested it with up to 500).

The system is based on an Oracle8 relational database and offers flexible platform support (Mac, Windows and browser clients and Solaris and NT servers).

Users are able to customize much of the look and feel of the product as well as data fields.

The system makes use of "action folders" for routing assets and performing other user-defined functions and personalized "workspaces" in which users can gather items for quick access.

Not surprisingly, Quark DMS has been well integrated with Xpress, enabling users to deal with objects on the page-component level, but it also integrates nicely with Microsoft Word, Adobe Photoshop and Macromedia's Dreamweaver,

Quark DMS pricing starts at about $50,000 for a ten-user system.

TeleScope.web from North Plains

North Plains Systems, developers of the TeleScope family of asset management systems, added another piece to its line with the introduction of TeleScope. web, a web-based module that enables users of TeleScope (workgroup edition) or TeleScope Enterprise, to find assets via an Internet browser. The application also provides full asset management functionality.

TeleScope.web will work with any standard browser (Netscape and

Internet Explorer 4.0 or better). It is currently in beta testing and is expected to be released in May. Pricing is not yet set.

How it works. TeleScope.web enables users to search a remote database via the Internet and to download or upload files to that database, provided the user has proper access privileges.

Files can be downloaded using drag-and-drop technology. The system also features a handy shopping cart into which users can drag-and-drop assets they wish to download. Files can also be downloaded through check boxes or via menu selections. Users can also upload images via the Internet.

The administrator can give different levels of access, including providing access to only a subset of the database, or providing only a limited feature set.

Users can perform a variety of searches, from standard searches to form searches of predefined categories to custom searches that can be saved. The search screen and user interface can be customized.

Finally, within TeleScope.web, clients can communicate with one another via an e-mail message and approval system. The communication history of an element in the database can also be tracked; "guest" users can be authorized to access TeleScope documents as needed.

TeleScope.web is scalable and customizable and supports Xpress and XML.

T/One goes into image selling business

T/One, creators of the Merlin Archive system, has taken a step beyond just getting assets organized. The company is now using its system to sell images itself. In December, T/One launched Merlin-Net.

The system, which is based on Merlin 4.0, includes images from The Boston Globe, Washington Post, Dallas Morning News, St. Louis Post-Dispatch and St. Petersburg Times. The site is also licensed by the National Football League to sell photos from any NFL game. T/One is also eager for other organizations to offer their content on the site as well.

How it works. Merlin-net is accessed at www.merlin-net.com. Once at the site, users can search across the database by keyword or search only a specific category. Search results are displayed as thumbnails (users can select how many are displayed at a time) upon which they can click on to view a larger version (not a higher-resolution version), along with the associated metadata, photo source information and purchasing options.

Currently, the system only allows hardcopy photos to be purchased for non-commercial use. Photos are offered in either 8x10-inch or 11x14-inch size. Once the order is placed and payment information entered, the photo is shipped the same day to the purchaser.

Pricing is set by the owner of the images, An 8x10-inch photo currently sells for $20-$35 and an 11x17-inch is $50-$70. A percentage of each sale goes to the content owner and to Merlin-net.

The e-commerce engine, which is integrated with the Merlin Archive system, is supplied by Tvisions.

Later this year, Merlin-Net will begin selling high-resolution digital photos online as well.

WebWare debuts hosted service

Like some other asset management vendors, WebWare has come to realize that many users prefer not to, or cannot afford to, make a large up- front investment for an inhouse asset management system. Other companies lack the inhouse expertise required to run a system. In these cases, a hosted asset management system via a third party is an attractive alternative. WebWare has seen the demand for such an option and is now offering its Mambo 1.8 version as a hosted service.

Called Mambo HS, the service offers all the functionality of Mambo

1.8; only the files are stored by WebWare behind a firewall. Users access their assets via a Web-based client. Each company sets up as many asset categories as they need and can then customize the metadata fields for each asset category.

Access on the client side is determined by user privileges set up by the client company's administrator.

Pricing. The system is offered in different configurations ranging from a shared server configuration to a dedicated server with dedicated bandwidth. The base configuration of a shared server with 10 GB of space costs $2,500 per month, plus an initial $5,000 one-time set-up fee. More storage space can be added in 10 GB increments for an additional $145 each month.

WebWare has been hosting services for Ford Motors and J. Walter Thompson for the past year and expect the service to grow and account for a significant portion of future revenues.

WebWare currently has a data center in the San Francisco area. It will soon add centers on the East Coast, Colorado, London and Sydney.

Hosted services seem like an idea whose time has come and we expect the services will gain in popularity and prove a hearty challenge to smaller desktop and workgroup systems in the next few years.

COPYRIGHT 2000 Seybold Publications, Inc.

COMPANY NAMES: Gist Communications Inc.--Marketing; MediaWay Inc.--Marketing; Oracle Corp.--Marketing; Artesia Technologies--Marketing; Canto Software Inc.--Marketing; Signum Systems Inc.--Marketing; Digital Zone Inc.--Marketing
GEOGRAPHIC CODES/NAMES: 1USA United States
DESCRIPTORS: IT asset management software; Asset management; Industry event
EVENT CODES/NAMES: 220 Strategy & planning
PRODUCT/INDUSTRY NAMES: 9108626 (Asset Valuation & Distribution); 7372421 (DBMS)
SIC CODES: 7372 Prepackaged software
NAICS CODES: 92615 Regulation, Licensing, and Inspection of Miscellaneous Commercial Sectors; 51121 Software Publishers
TICKER SYMBOLS: ORCL
FILE SEGMENT: CD File 275
?